BTEC Assignment Brief

Qualification	Pearson BTEC International Level 3 Certificate in Information Technology Pearson BTEC International Level 3 Subsidiary Diploma in Information Technology Pearson BTEC International Level 3 Foundation Diploma in Information Technology Pearson BTEC International Level 3 Diploma in Information Technology Pearson BTEC International Level 3 National Extended Diploma in Information Technology
Unit number and title	**Unit 10: Big Data and Business Analytics**
Learning aim(s) (For NQF only)	**A:** Investigate the role of big data and business analytics to improve performance, for benchmarking and/or to trigger innovation in organisations
Assignment title	Investigating Big Data and Data Analytics
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	You have recently started an internship at an educational charity. The director of the charity wants you to investigate how big data and data analytics might be used by the organisation to improve the way they target their efforts so that the work they do can be as effective as possible

Task 1	Write an evaluative report for the director of the charity in which you evaluate how and why organisations use business analytics and the benefits they can bring, drawing comparisons from different organisations. Your evaluation needs to cover: • The reasons why organisations analyse data, including strategic planning, improving productivity and product and/or service benchmarking • General challenges of analysing data including costs, skills required and security issues. • The ethical and legislate factors that govern the gathering, access and storage of data • Types of data and sources available including qualitative, quantitative, internal and external data • Storing data including structured and unstructured data, system based factors and security. • Data warehouses and Data marts

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	• Analysing big data and the challenges involved including the skills and technology needed. • The different types of business analytics (descriptive, diagnostic, predictive, prescriptive) • The benefits and challenges to organisations that may arise from the collection, storage and analysis of organisational data, with particular reference to big data Your evaluation should be logically structured and use correct technical terms.
Checklist of evidence required	Completed report

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
A.D1	Evaluate how an organisation can use analytics to improve performance, benchmark and/or innovate
A.M1	Compare how an organisation can use analytics to improve performance, benchmark and/or innovate.
A.P1	Explain how an organisation can use analytics to improve performance, benchmark and/or innovate.

Sources of information to support you with this Assignment	Marr B. Big Data: Using Smart Big Data, Analytics and Metrics to Make Better Decisions and Improve Performance. John Wiley & Sons, Ltd. 2015. 978-1118965832 Cody, I.D. Data Analytics: Practical Data Analysis and Statistical Guide to Transform and Evolve Any Business Create Space Independent Publishing Platform. 2016 978-1536875379
Other assessment materials attached to this Assignment Brief	*e.g., work sheets, risk assessments, case study*

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